

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

WEAR-TV, WEAR-DT

Report reflects information for quarter ending (mm/dd/yy)

03/31/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)

☒ Option Two (B and D)

☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes ☐ No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

<u>Call Sign</u> WEAR	Channel Numbers Analog 3 <input checked="" type="checkbox"/> Digital 17 <input checked="" type="checkbox"/>	Community of License			
		City	State	County	Zip Code
		Pensacola	FL	Escambia	32506
Licensee WEAR Licensee, LLC					
Above, circle the Channel Number(s) to which this form applies. 3 and 17		Nielsen DMA Mobile- Pensacola	World Wide Web Home Page Address www.weartv.com		

Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)
71363		02/01/13

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m.. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

159.5

Total 5:00 a.m. to 1:00 a.m. CSTs

0

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

21.5

Total 6:00 a.m. to 9:00 a.m. CSTs

0

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

Total 6:00 p.m. to 11:35 p.m. CSTs

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

34.5

Total 5:00 p.m. to 10:35 p.m. CSTs

0

Comments (add additional sheets where necessary):

Note: a 15-second PSA counts as one-half, or 0.5, for FCC counting purposes, thus some of the totals are not whole numbers.

Also, since the FCC regulations regarding the DTV Education Initiative became effective on 03/31/08, the last day of the 1st quarter, WEAR did not air any CSTs during the 1st quarter. Our CSTs began airing on Tuesday, 04/01/08. We will air enough spots in the remainder of this week to meet the minimum weekly average as required by the FCC.

We began airing the PSAs on 02/06/08, with a schedule of 21 per week airing between 6AM and 12AM. On 03/10/08 we added an additional schedule of 4 per week airing 5PM-10:30PM. We also manually added some additional runs where inventory allowed. Attached are reports showing the exact scheduling of these PSAs for the 1st quarter 2008.

The PSAs which we aired were provided by the NAB and by the ABC Network, and we customized each of these with particular information about our station. Following are the scripts for these PSAs:

"JUST A BOX" :30

Your antenna TV could become just a box... if you don't get "this box".

In February, 2009 some TV's will stop working, unless they're upgraded with this D-TV converter box.

Without it, your antenna TV will not work. Make sure your TV... is D-TV. Call 888-DTV-2009, or visit DTVAnswers.com

Don't let your TV become just a box.

This announcement is brought to you by WEAR-ABC3.

"JUST A BOX" :15

Don't let your antenna TV become "just a box"...

Upgrade it with this digital converter by February 2009 or it will not work.

Call this number or visit this website...

Don't let your TV become just a box.

"IN THE AIR" :30

The future of Television is here. Digital is in the air!

If you own an antenna TV you have until February 2009 to upgrade it to Digital TV or it will stop working.

Call 888-DTV-2009, or visit DTV2009.gov to get a big discount coupon on this low cost digital converter box.

Then enjoy DTV with better picture and sound.

Make sure your TV... is D-TV.

This announcement is brought to you by WEAR-ABC3.

"IN THE AIR" :15

Digital is in the Air!

If you own an antenna TV you have until February 2009 to upgrade it to Digital TV or it will stop working.

Call this number or visit this website to make sure your TV... is D-TV.

"The Digital Evolution" :30

The digital evolution is coming, and ABC wants you to be ready. Digital TV's got better pictures...better sound...

and more channels. In fact, Digital is the very best way to experience television. Starting February 17, 2009, all broadcast TV has to be digital by law. Some TVs will need an upgrade to get digital, and ABC wants you to get the facts so you can continue to enjoy all your favorite programs. Visit DTVanswers.com to learn more, or call this number to find out how you can be prepared

."The Digital Evolution" :15

ABC wants you ready for the digital evolution. Digital quality is far better, so starting February 17, 2009, all broadcast TV has to be digital by law. Some TVs will need an upgrade. Visit DTVanswers.com, or call to learn how you can go digital.

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

1

Comments (add additional sheets where necessary):

WEAR produces a weekly public affairs program, "In Focus", that airs Sundays at 9:00-9:30AM. On 03/16/08, our topic for this program was "The DTV Transition". Our host presented pre-produced background material explaining the reasons for the upcoming conversion, and interviewed Jonathan Collegio of the National Association of Broadcasters, who provided further details of the transition and explanations of the government's subsidized coupon program for consumer purchases of Digital-to-Analog converter boxes, and the different circumstances under which consumers may or may not need these converter boxes..

100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

0 *Graphic Displays*

0 *Animated Graphics*

0 *Graphic and Audio Displays*

0 *Longer Form Reminders*

Comments (add additional sheets where necessary):

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐ Yes ☐ No

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

Section D (For all broadcasters)

Additional DTV On-air Initiatives – Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☒ Yes ☐ No

Comments (add additional sheets where necessary):
We aired a news story briefly explaining the DTV Transition during our 6PM Newscast on 03/04/08, and repeated the story the following day in our morning newscast, "3 in the Morning", from 5-7AM.

Station Website Additional Activity Related to the DTV Transition – Last Quarter

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):
Our website contains a page (WEAR-DT FAQ) which provides an explanation of the DTV Transition and details WEAR's digital station progress. The page includes information on how viewers can receive our digital signal, and includes links to www.dtv.gov and www.DTVanswers.com. The page also informs viewers of the February 17, 2009 analog cut-off date, and provides the 1-888-DTV-2009 information number and the link to www.dtv2009.gov for the coupon program.

Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☐ Speaking Engagements

Comments (add additional sheets where necessary):

☐ Community Events

Comments (add additional sheets where necessary):

☐ Other (describe)

Comments (add additional sheets where necessary):

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments (add additional sheets where necessary):

STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing Joe Landon Smith	Typed or Printed Title of Person Signing Operations Manager
Signature <input type="checkbox"/>	Date 04/09/08

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERM, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.